

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: :  
 : Group Art Unit: 3623  
 Mathew George Majikes et al. :  
 : Examiner Robert Rines  
 **Appln. No.: 09/986,354** :  
 : Confirmation No.: 5302  
 Filed: November 8, 2001 :  
 :  
 For: System and Method for Personalizing and :  
 Delivering Insurance-Related Content to :  
 User :  
 :

**AMENDMENT**

Sir:

In response to the Office Action dated September 15, 2009, please consider the following amendments and remarks regarding the above-identified patent application.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.